

Course ID
HANDSETS
Course Duration
2 days

Course Title
Understanding the Mobile Handset Industry: Technology Landscape, Market Dynamics, and Trends

Related Courses

- State-of-the-art of Wireless Communications for Non-engineering Professionals, Managers, and Executives (4 days, WIRELESS-EXEC)
- 3G LTE/4G: The Next Generation Mobile Networks (2 days, 3GLTE-4G)
- State-of-the-art of WiMAX for Non-engineering Professionals, Managers, and Executives (1 day, WIMAX)
- WiMAX: A Business Perspective (1 day, WIMAZ-BIZ)
- State-of-the-art of Satellite Communications for Non-engineering Professionals, Managers, and Executives (1 day, SATCOM-EXEC)
- Wireless Network Structure, Operation, and Technologies (3 days, WIRELESSNET)
- Wireless Technologies: A Comparative Study (2-4 days, COMPARISON)

Aimed At

Those new to the mobile handsets business looking for an industry "101", those already in the industry who wish to gain a competitive edge through enhanced understanding of the market process, as well as the industry watchers and analysts who need to make sense of corporate strategies and industry trends.

Group Size

5-15

Prerequisites

The standard presentation of this course assumes a basic understanding of the software industry. Exposure to the mobile communications industry will also be helpful.

Course in a Nutshell

With a billion mobile handsets sold each year for an average of over \$100 each, this is a lucrative, \$100 billion dollar plus market. Tens of handset manufacturers, hundreds of network operators, and thousands of other businesses are monetizing from the hardware, software or services associated with mobile handsets. This is a market of huge proportions, yet one where the opportunities are always balanced by the challenges of an ever changing technological and commercial landscape. This course is aimed at individuals eager to understand the evolving technologies, competitive dynamics, and market trends of the mobile handset industry.

We will begin by dissecting the mobile ecosystem. We will analyze the balance of power, understand the regional differences, and profile the key movers and shakers. We will then study, stage by stage, the complex process of handset commercialization along with the stakeholders that are involved. Presented next is a complete map of handset technologies and associated vendors that is crucial to understanding the possibilities and limitations inherent in delivering commercial services to mobile handsets. Network services, from the traditional SMS, to today's content and tomorrow's profiling and recommendation services are discussed next. We will conclude with a detailed analysis of market trends, the promising new players entering the game, and the many opportunities that characterize the continuously evolving handset market.

Customize It! Are you a handset designer, software developer, service provider, strategist, marketer, or industry analyst? Let us know your background and motivations for taking this course, and we will be pleased to customize the course to your specific requirements.

Learn How To

- Dissect and explain the worldwide mobile ecosystem
- List the stages and stakeholders involved in the process of handset commercialization
- Map the handset technologies and the associated vendors
- Describe the range of network services that are or will be delivered by the current and future handsets
- Characterize the trends, opportunities, and challenges of the mobile handset marketplace

Course Outline

- Understanding the Mobile Ecosystem
 - PCs vs mobiles: It's not what you thought
 - Mobile industry: Historical overview 1990 to present
 - From SMS to mobile TV to community services
 - The Network vs the Handsets: The great divide
 - The mobile value chain today
 - Mobile network operators: The service supermarkets
 - Handset manufacturers: The big five and the long tail
 - The spectrum of hardware, software, and service providers
 - The users: The last and least?
 - Standards bodies and industry forums: Too little, too late
 - The movers and the shakers: Qualcomm, Nokia, DoCoMo, Microsoft
 - Appreciating regional differences across US, Japan/Korea, Europe and Asia
- Understanding the Handset Commercialization Process
 - The life of the handset: From the chalkboard to the store shelf
 - The ten stages of handset commercialization
 - Brand licensing, industrial and user interface design
 - Software/hardware design and manufacturing
 - Distribution, retail, and support: The A and Z
 - Key players and case studies
- Understanding the Handset Technologies
 - A diverse and fragmented technology landscape
 - The software 'value' stack
 - The software development process: Monoliths vs. smartphones
 - Hardware and SIM
 - Operating system, application environments, and middleware
 - The user interface (aka core applications suite)
 - The importance of pre-load and post-load software development
 - Developing applications for mobile: The new taxonomy of platforms

- Key players and case studies
- Understanding the Network Services
 - Voice, the undisputed king
 - SMS, MMS, and messaging services
 - Content, the disputed king
 - More bandwidth, more revenue?
 - On-device portals and UI desktops
 - The hype and reality of IMS
 - The understated value of mobile device management
 - User profiling, search and recommendation services
- Understanding the Mobile History and Market Trends
 - Operators and manufacturers: A fragile synergy
 - A psychoanalysis of operators: The ivory tower
 - The customization-personalization spectrum
 - The diverse strategies of operators from bit-pipes to supermarkets
 - New players: MVNOs, CDMs, and VADs
 - Understanding Mobile Virtual Network Operators (MVNOs)
 - Understanding Customized Design Manufacturers (CDMs)
 - Understanding Value Added Distributors (VADs)
 - The rise of consumer brands
 - Moving towards consolidation of supply and demand
 - The handsets of tomorrow: From the Model-T to the Model-Me
 - The network as a Service Pipe
 - Convergence: The device IS the network.
- Wrap-up: Q/A and Evaluations

How You Will Learn

- A seasoned mobile handset industry expert and instructor will present this course in interactive lecture format.
- Along with lecture, we use exercises, puzzles, case studies, and interesting group activities to enrich the instruction and drive home the essential points.
- If you already know something about the industry, we will build on that. We'll compare and contrast what's familiar with what's new, making new ideas easier to learn as well as more relevant.
- If your background is less technical, we will use meaningful and ingenious examples and analogies to simplify the complex subject matter.
- You will receive a printed Participant Handbook which will help you remember and retain what you learned in class and apply it on your job.

Revised

Mar 16, 2007